



Public Relations Council of Greater Atlantic City

Member Newsletter – December 2006

Program Update

This month: A Special Holiday Lunch at the Ram's Head!

This month, we'll join together for a special holiday lunch at the famous Ram's Head Tavern in Galloway, New Jersey for a California vs. Europe-themed lunch. General Manager Dan Anderson, who maintains a wine list of 1,000 selections and an inventory of 10,000 bottles at the Ram's Head, will compare wines from Italy, the southern part of France, and Germany with wines from California and Oregon. He'll also discuss how different wines match up with foods in these European countries and how the U.S. doesn't have food and wines that match up regionally.

He will also answer any questions we have as to selecting wines, whether it's for hosting a holiday event, gift giving, or simply enjoying at home.

Dan joined the Ram's Head in 1984, first as à la carte Maître D and then Banquet Manager before serving as Assistant General Manager for 16 years before his promotion to General Manager. He is also the Vice-Chancellor of Atlantic City Chapter of the Chaîne des Rôtisseurs, the world's oldest, largest, and most prestigious culinary organization. Dan has been an adjunct professor at the ACCC Academy of Culinary Arts, served as a guest speaker at the Governor's Council on Tourism, and is a member of The Richard Stockton College of New Jersey Advisory Board of the Hospitality Management Program.

Tuesday, December 19th

Noon-2pm

The Ram's Head Inn, 9 West White Horse Pike, Galloway, NJ

Cost: \$30 members, \$45 nonmembers WITH RSVP by December 15th

\$35 members, \$50 nonmembers AT THE DOOR with NO RSVP

RSVP to maria_terpolilli@cable.comcast.com

What would you like to see in 2007?

Member feedback is important to the Officers of the PR Council of Atlantic City.

- PROGRAMMING:** What would you like to see more of in 2007? What types of meetings and on what topics? E-mail Felicia Lowenstein Niven at gr8twriter@aol.com.
- WEBSITE:** Anything you think should be added to our website, www.prcouncilofac.org? Ralph Cooper welcomes your input: acprcouncil@yahoo.com.
- MEMBERSHIP:** Do you have someone interested in joining? Let Jennifer Tronccone know: jennifer.tronccone@primenewswire.com.
- SITE:** Any suggestions for meeting spots? maria_terpolilli@cable.comcast.com
- COMMUNICATION:** What would improve our newsletter? E-mail jamie@mulhollandmarketing.com
- PUBLICITY:** Is there a publication we should include on our e-list? Wmurphypr@aol.com
- GENERAL INPUT:** The ears of President William A. Cradle are always open: atlanticcolor@aol.com

Member Spotlight/5 Quick Questions With

Mary Ellen Donovan, Publicist

Atlantic City Convention & Visitors Authority

1. What is your greatest challenge at work?

I find that my greatest challenge is trying to figure out how to get the rest of the country to experience Atlantic City.

2. What was one of your greatest professional successes this past year?

Landing my job at the Atlantic City Convention & Visitors Authority. My boss and co-workers are amazing. They have made me feel as if I had been working with them for years.

3. What personal hobby or activity do you look forward to when you're not at work?

I love playing High Stakes Bingo with the girls. It's a great way to network and have a lot of laughs at the same time. I also spend a great deal of time watching my kids in sporting events.

4. What's a good professional development tip you have for your fellow members?

After nearly a 20-year career in television news, juggling has become a specialty. The best way for me to stay organized is to write a things-to-do list for myself every day.

5. What are you looking for from the PR Council in the next year to help you better do your job?

I look forward to attending events where I can network. I love meeting new people and getting their perspectives on the business.

Top Website Tracking Tools

A recent marketing poll on options for advanced website tracking tools elicited the following "top 10" products (all are listed in alphabetical order).

1. *ClickTracks*
2. *DeepMetrix*
3. *Google Analytics*
4. *LiveStats (a program of DeepMetrix)*
5. *NetTracker*
6. *Omniture Web Analytics*
7. *SmarterStats*
8. *StatCounter*
9. *Urchin (now owned by Google)*
10. *Webtrends*

The Public Relations Council of Greater Atlantic City was founded in 1978 by area newsmen and public relations professionals. During the initial years of the Council, the PR business was in its infancy as a profession in Atlantic City. Newsmen and PR professionals worked together at a time when as many as three or four newspapers in a market would do almost anything to get an "exclusive story." As Atlantic City began its first "boom," an increasingly professional PR business began to emerge, and the Council grew to represent all levels of the profession, from publicists to corporate communications specialists, advertising and graphic arts professionals. Today, the Council hosts monthly meetings for professional development on topics such as writing, marketing, government relations, crisis management, photography, media relations, and more. Membership is open to anyone in the business community. For more information, contact Jennifer Troncone at jennifer.troncone@primezone.com or visit www.prcouncilofac.org.